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PTO/SB/81 (02-01)

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POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	09/675,958
Filing Date	9/29/2000
First Named Inventor	Kusumoto
Title	System and Method for Consumer-Selected Advertising and Branding in Interactive Media
Group Art Unit	2161
Examiner Name	n/a
Attorney Docket Number	13376.0001 (B)

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Practitioner(s) named below:

Name	Registration Number
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Peter A. Sullivan	38,327
Douglas D. Zhang	37,985

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

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Address	One Battery Park Plaza			
Address				
City	New York	State	NY	Zip 10004-1482
Country	USA			
Telephone	(212) 837-6000	Fax	(212) 422-4726	

I am the:

Applicant/Inventor.

Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

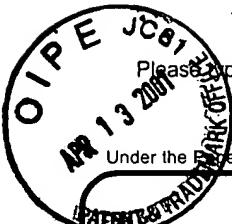
SIGNATURE of Applicant or Assignee of Record

Name	Laura Lee Kusumoto	
Signature		
Date	March 30, 2001	

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

*Total of 4 forms are submitted.

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Name Earl David Sacerdoti

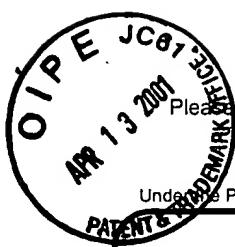
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SIGNATURE of Applicant or Assignee of Record

Name Leila Janine Sigler

Signature Leila Janine Sigler

Date 3/30/01

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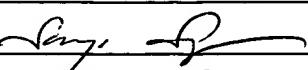
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Name	Sonya Lee Sigler
Signature	
Date	March 30, 2001

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